

5/11/00

## **GLOBAL ReLEAF FOREST ECOSYSTEM RESTORATION PROGRAM**

### **GENERAL INFORMATION**

#### **What is Global ReLeaf?**

Global ReLeaf is a campaign of AMERICAN FORESTS, America's oldest national nonprofit conservation organization. The campaign educates people about the opportunities to enhance their environment through the improvement of trees and forests. Global ReLeaf creates positive action opportunities for individuals, community groups, businesses, and foundations.

#### **What is a Global ReLeaf Forest?**

Global ReLeaf Forests are reforestation projects on public lands -- managed by a local, state or federal organization -- or projects meeting special criteria on non-government lands. They have been selected by American Forests in consultation with an advisory committee as lands where additional private-sector donations can create a new forest that would not be possible under existing programs and budgets.

#### **Will Global ReLeaf reforest areas where public agencies should do the job?**

America's public forestry agencies and the forest products industry reforest lands where timber is harvested. There are millions of acres, however, where past land-use practices and natural events have left the land in poor condition. Public agencies would like to repair and restore these sites but lack the funds to do so. Global ReLeaf Forests expand existing efforts and allow private citizens and companies to take part in environmental improvement. Even though America has more trees and forests today than existed 100 years ago, our potential for restoring and improving our forest environment is immense.

#### **What benefits will flow from forest ecosystem restoration projects?**

Expanding the area of healthy trees and forests and restoring natural ecosystems causes environmental, economic and social benefits that continue for decades. Growing forests take up carbon dioxide, which helps reduce the build of "greenhouse gases." In addition, trees filter out air pollutants, prevent soil erosion and water pollution, help recharge groundwater and sustain stream flow, provide habitat for wildlife, and give people a multitude of recreation opportunities. When forests reach maturity, they may provide badly needed wood products for a future generation. In each instance, the planting areas will be managed for the optimum public benefit under the professional guidance of the responsible organization.

### **DONOR/CONTRIBUTOR INFORMATION**

#### **Where does the money come from?**

AMERICAN FORESTS accepts tax-deductible Global ReLeaf Forest gifts from individuals, foundations, and businesses. Each year Global ReLeaf Forest cost-share grants for specific projects are made available to tree-planting organizations in advance of the planting season.

#### **How many trees will my donation purchase?**

Planting costs vary from state to state, and from site to site. Donations pay for purchasing and planting trees, evaluating proposals, selecting sites, maintaining contracts/agreements, and publicizing the program. Normally, AMERICAN FORESTS will direct funds to where planting is most cost-effective and results in one tree being planted for every dollar of direct donations.

#### **Can a donor specify where the trees will be planted?**

Yes, with some limitations. AMERICAN FORESTS partners with local, state, and federal agencies, as well as conservation organizations. If a major donor specifies an area where a Global ReLeaf Forest doesn't exist, we will work out the most effective arrangement available. In the rare event that a situation cannot be located that meets the standards of AMERICAN FORESTS, the donor will be so notified.

**How will sponsors be recognized?**

Public benefits and viewing opportunity are key criteria in selecting Global ReLeaf Forests. Signs and visitor overlooks will interpret the site for visitors, illustrate which tree species and ecosystems are involved, and give credit to major sponsors. News stories, dedication ceremonies, and local and national publicity associated with the Global ReLeaf campaign will increase public awareness. Corporate sponsors are encouraged to feature the Global ReLeaf Forests ecosystem restoration program in their marketing and advertising.

**PROJECT INFORMATION****How many acres can be planted?**

That varies depending on the type of land and the species of tree involved. Most forest plantings range from 200 to 700 trees per acre, with the average running around 500. (An acre is about the size of a football field.)

**How are planting sites, tree species, and planting methods selected?**

AMERICAN FORESTS enters into an agreement with local partners at each site. This agreement assures that adapted, appropriate native tree species are matched to each site, that professional planting methods are used, and that follow-up care and management will be provided. Emphasis is placed on diversifying species, recreating the best ecosystem adapted to the site, and exemplifying the best possible reforestation and management techniques known to professional planters.

**How can organizations apply for project consideration?**

An Advisory Committee assists us with the identification, evaluation, and selection of projects. Proposals can be sent directly to AMERICAN FORESTS, Attn: Karen Fedor, P.O. Box 2000, Washington, DC 20013. For more information call 202/955-4500X224, FAX 202/955-4588 or email, [kfedor@amfor.org](mailto:kfedor@amfor.org)

**Who are some of the organizations AMERICAN FORESTS collaborates with on projects?**

US Forest Service Bureau of Land Management US Fish & Wildlife Service State Parks, Forests & Wildlife Areas US Army Corps of Engineers Soil & Water Conservation Districts The Nature Conservancy Indian Nations National Resource & Conservation Service Non-profit Organizations Counties, Communities & Schools

**Global ReLeaf Forests Advisory Committee**

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